

STAT

ER 60-7442/a

4 OCT 1960

June         
Kitty         
Chris         
DET file ER

On behalf of Mr. Dulles, I would like to acknowledge and thank you very much for your letter concerning subliminal perception.

We have read your comments with interest and it is encouraging to learn of private citizens as concerned with problems affecting the international position of our country.

Your courtesy in writing to us about this is indeed appreciated.

Sincerely,

Signed

Assistant to the Director

CA/PROP [redacted] (27 Sept. 60)  
Rewritten: O/DCL [redacted] bak (4 Oct. 60)

Distribution:

Orig. - Addressee

2 - DD/P

1 - COPS/DD/P

✓ 1 - ER w/basic VIA Reading

3 - [redacted]

1 - AAB

EXECUTIVE READING FILE K

Dear Mr. Dulles —

I am 34 yrs. old, single, & a veteran of WW II.  
I attended [redacted] College, [redacted]  
on the "G.I. bill," & was graduated there, on  
June 1st, 1952, with a B.A. in psychology. The reason  
for my letter to you concerns a psychological  
phenomenon. I wrote about it to the F.B.I.,  
some time in the spring of 1958, & explained it to  
them. I received an answer from them to the effect  
that they would consider it; I wrote again, later,  
& got no answer at all — however, I know of the  
policy of that organization, to maintain secrecy, &  
so I felt no misgivings.

To explain, simply, Sir, my plan, is  
this: it has been found a proven fact, in

psychology that there exists a phenomenon known as "subliminal perception." It means, simply, that the thoughts + ideas of a person can be deeply influenced by a "flicking" of an instantaneous message of some sort, upon, for example, a movie screen. My idea is simple: could it not be possible to send to Russia some American films which had been superimposed with subliminal messages to the effect that the U.S.A. is wanting only to be friendly to the U.S.S.R., and that it will, furthermore, not be dominated by that country - in case the 1st overture of just wanting to be friendly, is disregarded. "Time" magazine, sometime in the fall of 1959 ran a good article on this topic. I'm sure you can get any information you may want, from their office, sir, if you decide to regard the possibility of this idea.

Technically, the system is to flash messages <sup>11</sup>  
at such a speed, upon a film, that the person is  
entirely unaware of their presence. Yet, all the  
same, the mind subconsciously is influenced to  
a great degree by these messages - unaware,  
actually, to the viewer. As a consequence, his  
thought, & behavior, are subconsciously  
governed by what he has unwittingly viewed. This  
system has been used for advertising various products  
in American theaters, & has always shown a marked  
increase in sales, by those who watched the  
particular movie or show. My theory is simple:  
if you can sell a person, by subliminal perception,  
on an idea, or mode of behavior, why not send  
numerous American films to the U.S.S.R., which have  
been "treated," with subliminal messages of peace &  
friendship - & if need be, treated with a clear  
implication that the "U.S.S.R." is not to be made.

to ~~Approved For Release 2002/10/10 : CIA-RDP80B01676R003600110077~~ Soviet might. Perhaps the military leaders, including Mr. K, could be persuaded, unknown as to the real reasons, that they should never attempt to start W.W. III - and that, of course, could mean the virtual end of Mankind.

Any Hollywood movie firm would know how to fix up the films, with "subliminal perception" messages. They could then be sent & shown in the U.S.S.R. Accordingly, if a film of some military interest could be made, & sent, (purpose) it would be seen by all who count - militarily - in the U.S.S.R., & they would really be the best ones to work our little "trick" on.

I have to send my idea to someone concerned with the greatest secrecy concerning this idea - as obviously if they knew, (U.S.S.R.), of our plan to psychologically "trick" them into helping the peace, they would

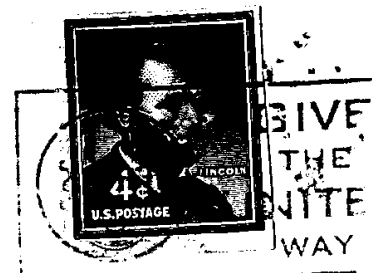
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no. 1000 (unwittingly - or otherwise) /v. 1000  
first. That's the reason I first told of  
my idea to the F.B.I.

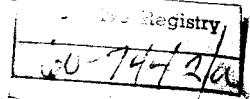
I'm a loyal American & I want to see  
the world keep at peace. If my idea can help  
that cause, then I would feel very much  
satisfied.

I turn this concept over to you, Mr. Dulles,  
or the man who could really do something. I  
do not know - perhaps you have already been  
seen by the F.B.I. about it - (I wrote them in  
early 1958 - & got an answer saying they would  
consider it) If anything were being done about  
it, then secrecy, of course, would demand that not  
even I should know of any action - I realize this.  
Hoping you can at least write to me &  
tell me of the feasibility of such an idea, I am

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Mr. Allen Dreller  
Chief, C. I. A. Agency  
Washington, D. C.



**Mr. Dulles asked me to thank you for your recent letter: it is always encouraging to learn of private citizens as concerned with problems affecting the international position of our country.**

**It is true that our country has to avail herself of all the latest discoveries of science and technology: we have, of course, been concerned with subliminal perception for some time--primarily in order to make sure that this could not be used against our country by a potential enemy. Tests made thus far, however, appear to indicate that (a) this technique can be used only to influence people in a direction in which they are already predisposed--e.g. moviegoers to buy a certain soft drink--and (b) application requires a special apparatus, in addition to the usual motion picture projectors--which prohibits any secret use. For the time being, therefore, subliminal perception does not appear to hold either threats or promises in the field of national defense or international propaganda. It seems also that the commercial sponsors of this technique have abandoned further tests.**

**If you happen to know how to overcome these initial shortcomings of subliminal perception techniques, we suggest that you offer any invention in this field primarily to motion picture producers, advertising agencies or manufacturers of the necessary equipment. Once this technique proves successful in advertising, it will unquestionably be considered for political propaganda and national defense purposes, too.**

**Sincerely,**



**Assistant to the Director**

**STAT**



**Signature Recommended:**

**Deputy Director  
(Plans)**

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[redacted] pf (27 Sept. 1960)

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**Distribution:**

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## ROUTING AND RECORD SHEET

SUBJECT: (Optional)

FROM:

C/CA

NO.

DATE

27 Sept. 1960

TO: (Officer designation, room number, and building)

DATE

RECEIVED

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OFFICER'S  
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

Executive Registry

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FORM  
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